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Principles of Sports Governance: A Logical Approach to Delivering Local Community Services

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ABSTRACT

Over time, sports have increasingly intersected with various facets of life, prompting a surge in interest and recognition of its multifaceted roles in society. Consequently, the notion of sports governance has gained prominence in recent years. This concept seeks to enhance the impact of sports across different domains by adhering to overarching governance principles, such as transparency and anti-corruption measures.

Based on this premise, the article titled "Principles of Sports Governance: A Rational Approach to Enhancing Local Community Services" seeks to underscore the rationality behind leveraging sports governance to elevate various services desired by citizens within their local environments. These services encompass areas such as volunteerism, environmental conservation, and public health initiatives. The article endeavors to achieve this by presenting a theoretical framework that delves into the conceptual underpinnings of sports governance, its historical evolution, as well as its principles, objectives, significance, and role in enhancing the sports sector. Ultimately, the aim is to demonstrate how an improved sports sector can positively impact the social fabric and contribute to the enhancement of local community services.

Keywords: Sports governance; social services; Local community

1. INTRODUCTION

Undoubtedly, Algeria, like numerous countries worldwide, endeavors to enhance its system of services tailored to local communities, aiming to fulfill citizens' needs and facilitate access to local development opportunities. Achieving these objectives necessitates collaboration across various sectors, with the sports sector emerging as a significant player due to its intersection with and impact on citizens' lives. Athletes often engage in volunteer work, offering essential services whenever required. Notably, athletes have actively participated in raising awareness about preventive measures against the spread of the novel Coronavirus, advocating for vaccination campaigns, and undertaking various volunteer initiatives, including financial contributions, to support and assist their communities.

Hence, the significance of sports continues to escalate, owing to its remarkable capacity to integrate across various cultural, health, and environmental domains. Its importance becomes evident through the symbiotic relationship between its institutions and their surrounding environment. Sports institutions receive both material and moral support, while reciprocally contributing by providing a spectrum of services to their local communities. However, the sector has encountered numerous challenges and impediments, primarily stemming from the pervasive issue of corruption afflicting its highest international bodies. Consequently, there has been a pressing need to devise mechanisms aimed at curbing this detrimental phenomenon. In this context, governance has emerged as a pivotal tool to instigate a transformative shift in the organizational and managerial approaches within the sector. Such measures are essential to foster its development, enhance its efficacy, and bolster its contributions, including achieving sporting excellence on both local and global stages, as well as facilitating community service endeavors through volunteerism, awareness campaigns, and other initiatives.

Based on this foundation, the article titled "Principles of Sports Governance: A Rational Approach to Enhancing Local Community Services" was conceived to assess the efficacy and potential of sports governance in advancing and diversifying services within the local community. This endeavor seeks to address the overarching question: What role does sports governance play in the enhancement of local community services?

1.1. Aims of the study:

This study aims to achieve a set of objectives:

- ✓ Providing a conceptual and theoretical framework on sports governance as one of the latest concepts in this sector.
- ✓ Identifying the most important principles of sports governance.

✓ Highlighting the relationship between sports and services local community.

✓ Revealing the importance and role of sports governance in upgrading local community services in line with citizens' aspirations

1.2. The importance of the study:

The study delves into a subject of significant societal impact: the sports sector, which has garnered increasing attention from major countries due to its capacity to propagate positive values and diverse cultures. As sports serves as a global nexus, fostering connections among people worldwide, various nations have prioritized its development by implementing innovative administrative approaches to enhance its effectiveness. Governance has emerged as a pivotal means to achieve this goal. Consequently, the importance of this article lies in its exploration of governance as a mechanism for enhancing local community services, underscoring its relevance to contemporary societal needs.

2. The oretical rooting of the concepts:

2.1. The concept of sports governance:

Before delving into defining sports governance, it is essential to first grasp the concept of governance in its broader context. It's worth noting that governance is a relatively new concept in the Arabic language, lacking a specific and universally agreed-upon definition.

The term governance has been derived from the common translation of the word corporate governance. There has been consensus on a scientific translation of this term to mean 'a method of applying the principles of effective and just management'(Alamgir, Mai 2007, p. 07).

Governance, as defined by the OECD, encompasses the interactions among a company's directors, the board of directors, shareholders, and other stakeholders. It establishes the groundwork for decision-making processes within the company, outlining the framework for setting organizational objectives, determining strategies to attain them, and implementing mechanisms to monitor performance(Freeland, Mai 2007, p. 12).

According to the International Finance Corporation, governance is described as a framework for overseeing and supervising company management practices(Jaou Hadou & Abdullah, December 2010).

Hence, it is evident from the definitions provided above that governance, in its broader context, entails the systematic management of companies in a manner that ensures the preservation of shareholders' interests rationally and equitably.

"Sports governance, on the other hand, represents a collection of regulations delineating the dynamics between the Board of Directors and Executive Management, members of the General Assembly, and donors. This entails finalizing the legal framework, issuing clear regulations, engaging stakeholders in discussions to ensure compliance, and ensuring their proper implementation"(Youssef, 2007, p. 04).

The Ministerial Committee on Principles of Good Governance in Sports further elaborated on a definition that characterizes sports governance as an intricate system of measures and regulations implemented by governments and regulatory entities to uphold integrity and fundamental values in sports management. This involves conducting sports activities in adherence to democratic principles, ethics, efficiency, and accountability. The recommendation also underscores the applicability of these measures to both governmental and non-governmental sports sectors(Assembly Partition, Avril 2012, p. 17).

In an alternate definition, sports governance is characterized as the system employed to guide and oversee sports organizations. Within this framework, governance structures shape the definition of organizational objectives, facilitate growth, establish operational frameworks for the board of directors, monitor organizational performance, and govern the relationships among leadership, members, and all stakeholders in the sport. Good governance endeavors not solely to enforce regulations, but also to attain optimal performance through effective planning and monitoring of progress (Oudichou, d.t, p.10).

The application of governance principles in the realm of sports encompasses various factors that contribute to performance enhancement and transparency. This includes presenting an accurate depiction of events and disclosing management-related information, such as transparently revealing both explicit and concealed resources, as well as detailing the remuneration of the board of directors(Al-Khouli, D.T, p. 19).

The significance of communication lies in facilitating the council's operations with a sense of legitimacy, enabling it to support sports activities and athletes free from external influences and pressures. Moreover, institutional independence is underscored by managers' capacity to garner support from members, promote sound accounting and auditing practices, and conduct thorough evaluations of their work. Executive management must ensure fairness by engaging stakeholders in decision-making processes and adhering to the principle of participatory management. This entails allowing all individuals to contribute to decision-making and engage in collective efforts, each according to their position and expertise, fostering an atmosphere of cooperation and integration that safeguards the rights of all parties and

stakeholders. This commitment begins with prioritizing the needs of members with lower ranks, fewer resources, or less influence(Al-Khouli, D.T, p. 19).

2.2. The concept of social service:

Social services encompass all activities and accomplishments geared towards enhancing the quality of life for individuals and employees, both directly and indirectly. This is accomplished through the provision of services in crucial areas such as healthcare, housing, essential living needs, cultural enrichment, and entertainment. In essence, social services entail all initiatives with a social nature aimed at ameliorating the everyday lives of individuals and their families. Key areas covered by social services include:

- ✓ Services Hospitalization.
- ✓ Maternity homes and kindergartens.
- ✓ Sports clubs and associations.
- ✓ Cultural activities .
- ✓ Activities aimed at preserving the ocean and developing tourism.
- ✓ Family rest centers .
- ✓ Recreation centers.
- ✓ Summer camps(Altamimi, 2006, p. 12).

2.3. The concept of the local community:

The concept of intrinsicity serves as a boundary that revolves around various topics and issues, leading to a cyclical evolution. It is instrumental in the development and utilization of two primary realms: Anthropology and the study of science. Despite scholars in these fields often scrutinizing significant segments of society and focusing on the interconnectedness of its components, they ultimately prioritize society as the overarching social unit. Society stands as the most comprehensive and fundamental entity in social analysis. This term encompasses the entirety of the human pool, comprising individuals bound by shared practices, history, and language, and governed by clear laws and regulations.

"A community is characterized by a group of individuals typically residing in a specific geographical area, bound by relatively enduring relationships rather than transient ones. They engage in organized activities guided by recognized rules, methods, and patterns, fostering a collective spirit that instills a sense of belonging within the community(Khater, 2000, p. 105). From this definition, we discern that society comprises several elements: a

collection of individuals, a defined geographic location, interactions, and shared laws and regulations."

Ahmed ZakiBadawi further elaborates that society can be defined as "a collective residing in a particular geographic location, bound together by a distinct culture that sets them apart from others. They perceive their unity and identity as a distinct entity." Society is marked by an interconnected structure of roles governed by specific conditions. It encompasses all fundamental regulations aimed at meeting basic human needs, constituting not only all essential systems for its perpetuation in a comprehensive sense(Badaoui, 1933, p. 360).

The local community is delineated as "a social system comprising an adequate number of established social structures for individuals, groups, and organizations. Its objective is to fulfill their needs through the establishment of reciprocal relationships and roles that contribute to constructing the overarching system." Consequently, the local community is regarded as the smallest social unit within any society that possesses the capability to sustain itself(Jaber Muhammad, 1996, p. 165).

This definition of the local community portrays it as an ecological entity where its members establish certain significant roles concerning social themes, especially in terms of symbiotic relationships. This definition highlights specific issues such as size, activity patterns, shape, number of individuals, and location. It underscores the fact that the local community is self-sufficient because it contains regular structures that usually fulfill the needs of its members, such as institutions like workplaces, clinics, educational facilities, and others(AlKanz, 2008, p. 26).

In this context, Redfield examined the local community through four specific characteristics or elements: Excellence, small size, self-sufficiency, and homogeneity of the population. It is generally agreed upon that the local community is a concept in human geography that involves its members in ongoing interactive relationships, connecting them through mutual and conscious links while simultaneously aspiring to achieve shared goals.

Thus, three fundamental elements characterize the local community: the people, the place, and the interactions between them. These components signify the foundation of the local community, which encompasses a variety of activities, practices, and policies. These elements serve to foster positive connections between its members, groups, and organizations(Talaat Mahmoud, 2001, p. 05).

3. The historical roots of the emergence and emergence of sports governance:

We will begin by exploring the emergence of governance as a concept, tracing its roots back to ancient thinkers, notably David Hume and Jean-Jacques Rousseau. These thinkers proposed ideas suggesting that stability and democratic freedom can only be attained when individuals express satisfaction with their rulers. They argued that public administration must demonstrate respect and commitment, while also relying on rational reasoning in decision-making processes(Suleiman A. Q., 2007, p. 26).

The basic principles of governance go back several centuries, but some point out that this term appeared at the beginning of the seventies, while investigations into scandals showed “Watergate” led to the emergence of the Law Reducing the Practice of Bribery and Corruption in 1974 Which includes limited paragraphs and texts on the necessity of developing and reviewing internal control systems and ensuring their implementation.

In recent times, discussions about the concept of governance have gained significant traction, particularly in the wake of numerous cases exposing administrative misconduct. These crises and collapses have unveiled patterns of administrative and financial corruption, underscoring the critical importance of governance discussions. A notable example of this is evident in the profound crisis of trust and credibility experienced by the banking sector(Al-Salahin, 2010, p. 08).

At the international level, the Organization for Economic Cooperation and Development (OECD) has focused on governance principles, formulating five fundamental principles that enhance compliance with its standards. Efforts have persisted across various countries worldwide to establish guidelines and principles on governance, whether at the organizational or institutional level(Suleiman M. , 2008, p. 16).

In contrast to governance in economic and financial fields, sports governance is a relatively recent development. This can be attributed to the expansion and increasing complexity of sports activities, particularly with the rise in the number of athletes and the evolution of the sports sector into economic institutions with substantial capital. One of the earliest documents addressing sports governance is the 'Global Principles Document for Good Governance of the Olympic Movement', which was formulated in Copenhagen in 2009.

Following the formulation of the 'Global Principles Document for Good Governance of the Olympic Movement' in 2009, a series of scandals rocked FIFA, beginning in 2015. Several football officials were suspended on charges related to corruption, including electoral fraud, money laundering, and match-

fixing. These scandals have highlighted the susceptibility of the sports industry to organized crime, offering opportunities for money laundering with a certain degree of impunity(Berberis, D.T).

In light of the aforementioned data and other related factors, the global sports sector has been significantly impacted by corruption issues, affecting both international and local governing bodies. This has prompted sports organizations to urgently seek new mechanisms to enhance their performance and mitigate the manifestations of corruption across all aspects of the industry. Consequently, governance principles have been implemented within sports organizations through the establishment of boards of directors, aiming to improve efficiency and transparency for all stakeholders involved in the sector.

In this context, Jacques Rogge, former President of the International Olympic Committee, emphasized that sports are founded on ethical principles, emphasizing the imperative for governance to uphold the highest standards of transparency, democracy, and accountability.

For this reason, the International Olympic Committee in many countries has examined governance issues in sports institutions and organizations, drawing on the experiences of commercial and non-sporting institutions to develop a framework that defines the roles between the General Assembly, administrative boards, management, and all parties with an interest in sports(Odisho, D.T, p. 09).

4. The importance of sports governance:

In the realm of sports, effective leadership plays a pivotal role in bringing together individuals under a unified and impactful direction. This aspect is often as critical as establishing the overall plan for the organization. A successful board of directors is characterized by possessing leadership qualities and skills among its members, as well as having clear expectations and perceptions regarding performance improvement and goal attainment. They share a common vision for the objectives of the Sports Authority, are dedicated to realizing these objectives, and maintain robust communication and public relations channels. They openly address any challenges that may impede the functioning of the Sports Authority and adhere to a structured work program with defined tasks and timelines. Continuous monitoring of progress towards set goals, periodic evaluation of results, and dissemination of findings to relevant stakeholders and sports enthusiasts when necessary are also essential practices.

Each system, governed by its own set of laws and regulations, establishes its unique organizational culture. This culture can be discerned and understood by observing the pressures exerted by each component of the system and assessing its success in gaining influence(Altamimi, 2006, p. 10).

Governance in sports facilitates the measurement of success indicators for these institutions by achieving notable accomplishments, particularly with regards to the performance of top-tier and elite teams, as well as increasing the number of registered players. It also entails enhancing the overall work environment to foster participation and motivation among all stakeholders. Success is further gauged by evaluating the satisfaction levels of the Board of Directors, employees, and volunteers, ensuring the provision of necessary resources to achieve objectives, and enhancing the self-financing rate. Additionally, diversifying income sources, refining work methodologies, and enhancing internal organization is essential for goal attainment and responsiveness to environmental requirements.

Evaluation of administrative performance quality and adherence to legislation and established protocols contribute to achieving sports goals and advancing societal development. Moreover, improving the media impact of sports on participants, spectators, and sponsors, and assessing the level of engagement of sports institutions with their local communities and their positive influence therein are crucial aspects of sports governance(Al-Khouli, D.T, p. 22).

5. Sports governance objectives:

The adoption of governance in the sports system was aimed at achieving the following:

- ✓ Enhancing the transparency factor in all dealings of sports bodies, clubs, and their affiliated teams, in addition to implementing accurate accounting and financial auditing procedures that enable detection and control of corruption.

Improving the management of the sports system, while helping the Board of Directors build good strategies and make effective decisions that contribute to enhancing the performance efficiency of all workers in the sports sector.

- ✓ Preventing financial crises.

- ✓ Improving the decision-making process in sports bodies, by increasing the sense of responsibility of officials.

- ✓ Achieving justice by recognizing the rights of all parties, which ensures equality and justice among shareholders, whether public or private, who support various sporting activities(Dadan, 2012, p. 05).

6. Principles of sports governance:

Researchers argue that its principles are general and do not differ from those in the sports sector. Sports are organizations managed by shareholders,

financiers, and investors. In this context, governance is based on a set of principles:

6.1. Disclosure and transparency:

These principles are realized through transparent disclosure of facts, necessitating the need to publicly disseminate information via periodic reports published at designated intervals. Moreover, disclosure should extend to the board of directors, shareholders, and stakeholders, with the audit committee comprising an external auditor selected through scrutiny and oversight of their work.

Accountability:

Boards of directors hold accountability to shareholders, demonstrated through the responsible and diligent execution of their duties, prioritizing the collective interests over personal agendas. Moreover, they must take decisive actions against any employees who overstep the boundaries of their responsibilities.

6.2. Discipline:

Following ethical behavior and maintaining discipline is achieved by incentivizing management to adhere to specified core tasks, providing shareholders with transparent and accurate financial information, and ensuring the correct assessment of their financial rights. Additionally, it is essential to include an evaluation of the application of governance principles in the annual report. Surplus cash should be distributed to shareholders, and debts should be utilized for expansion projects that yield returns for the company(Sullivan & others, 2003, p. 65).

6.3. Social Responsibility:

Perceiving the company as a responsible and engaged citizen within society is crucial. A lack of transparency can have detrimental effects on the economy. Failure to accurately and transparently disclose information may result in foreign investors withdrawing their investments from the country and redirecting them to nations where shareholder information is readily available(Ward Khalil & l-Ashmawy, 2008, pp. 128-130).

6.4. Justice:

Justice is upheld by honoring the rights of all stakeholders, ensuring equitable treatment and fair competence among members of the Board of Directors. This entails providing shareholders with the opportunity to voice objections if they feel their rights to participate in appointing managers and making decisions are not being respected.

6.5. the responsibility:

It is imperative to bear significant responsibility towards all stakeholders in the company. This responsibility is upheld by conducting work with care and caution, avoiding the pursuit of personal interests at the expense of the public interest. It also involves taking effective measures to address any misconduct that may occur within senior management and establishing mechanisms to hold executive officials and members of the Board of Directors accountable if they exceed their powers and responsibilities. These principles contribute to enhancing transparency and integrity in the company's management and ensure compliance with the highest standards of governance(Ward Khalil & l-Ashmawy, 2008, pp. 128-130).

7. The role of sports governance in promoting social services in the local community:

Sports can serve as a valuable partner in various developmental endeavors, and sports governance significantly enhances the importance of this sector. With its close ties to local community services, sports governance offers a rational approach to managing sports institutions for the betterment of the community. Shedding light on sports governance and its role in enhancing local community services, we delve into the most crucial fields below:

7.1.Environmentfield:

Sports governance plays a crucial role in ensuring the preservation of the environment and promoting sustainability. The idealistic aim of sports governance is to raise awareness about the importance of environmental preservation through mutual cooperation between sports entities and environmental protection initiatives. It is essential to recognize that practicing sports necessitates a clean and healthy environment, and sports institutions, along with prominent athletes, bear the responsibility for maintaining cleanliness due to their influence on public opinion.

In the current global effort to preserve the environment, all organizations and institutions, regardless of their activities or orientations, are recognizing the importance of environmental conservation as part of their social responsibilities and strategic objectives within their development plans. Consequently, the sports sector has embraced these new trends, with organizations actively engaging in activities aimed at promoting environmental awareness locally and internationally. Sports clubs, for instance, have initiated initiatives such as reforestation and beach cleaning operations, integrating sports with environmental preservation efforts.

With sports presenting opportunities for innovative partnerships in development, there is a growing emphasis on preserving various natural

resources for future generations. This shift towards environmental consciousness within the sports sector reflects a broader commitment to sustainability and responsible stewardship of the planet(Altamimi, 2006, p. 22).

7.2. Healthfield:

According to the World Health Organization, 60% of all deaths are attributed to non-communicable diseases, primarily stemming from poor dietary habits and sedentary lifestyles. Consequently, sports play a pivotal role in promoting a healthy lifestyle, as regular physical activity is essential for overall physical, mental, social, and psychological well-being. The benefits of exercise extend to adopting healthy and innovative behaviors, with particular importance placed on the fact that children who engage in regular physical activity tend to maintain better health throughout their lives.

Sports also play a significant role in fostering positive psychological health and social relationships, thereby contributing to the overall well-being of individuals. Recognizing the importance of physical activity in promoting global health, the World Health Organization developed the Global Strategy on Diet, Physical Activity, and Health in 2005, emphasizing the crucial link between sports and physical activity in promoting general health.

Furthermore, sports institutions and athletes actively engage in spreading awareness campaigns about the risks of drug abuse and smoking. They also promote a culture of solidarity with individuals suffering from chronic diseases, such as anemia, by organizing blood donation campaigns(Jamel Eddine, 2012, p. 11).

7.3. Spreading a culture of peace and accepting differences:

Sports have the potential to profoundly impact Upper Egypt, both on a societal and developmental level. By leveraging sports, individuals can enhance their capabilities and knowledge, while also promoting a sense of nationalism and global unity. In Upper Egypt specifically, sports can play a significant role in contributing to economic development, improving public health, and fostering convergence among diverse communities.

When utilized effectively, sports in Upper Egypt can have a positive, long-term effect on development, public health, peace, and environmental sustainability. By providing opportunities for social integration and moral development, sports can help bridge social divides and remove barriers based on gender, disability, or other forms of discrimination. In this way, sports can serve as a platform for promoting equality, freedom, and acceptance of differences among individuals and communities.

Indeed, sports can serve as a powerful tool for promoting peace, understanding, and unity among peoples. Through sports, tolerance and reconciliation can be fostered, as demonstrated by various historical examples. For instance, sports played a crucial role in initiating dialogue between the two Koreas during the 2000 Sydney Olympics, where athletes from both countries competed together despite their political differences. Similarly, table tennis matches in 1971 helped to thaw relations between China and the United States.

Moreover, sports have been utilized by organizations like the United Nations High Commissioner for Refugees (UNHCR) to facilitate the integration of refugees into new communities and promote tolerance and understanding among diverse populations. Efforts by the UNHCR and other agencies highlight the potential for sports to serve as a cultural instrument for promoting peace, love, tolerance, and coexistence. By transcending customary and religious differences, sports can play a significant role in fostering unity and harmony on both local and global scales.

Sports serve as a valuable instrument for fostering social cohesion and promoting knowledge, understanding, and peaceful coexistence among individuals and communities. They can be utilized as a means to forge partnerships between different countries, facilitating the pursuit of common developmental goals. The internationalization of sports serves to underscore its role in advancing humanity, fostering inclusivity, and promoting a sense of belonging among diverse populations.

By bringing people together and reducing cultural differences and ethnic divisions, sports provide a platform for shared experiences and integration. They instill valuable life skills such as discipline, confidence, and leadership, while also promoting essential principles necessary for tolerance, cooperation, and democracy. Additionally, participation in sports allows individuals to learn the value of humanity and ethics, fostering mutual respect and understanding(Altamimi, 2006, p. 32).

8. Conclusion:

Drawing upon the aforementioned points, it is evident that sports has evolved into a strategic sector intricately woven into the fabric of the surrounding environment. This symbiotic relationship is underscored by the myriad impactful roles that sports fulfills within the local societal landscape. To adequately address the aspirations and requirements of individuals, the activation of sports is paramount. Rationalizing governance principles serves as a safeguard to mitigate corruption and enhance local community services. Thus, as a culmination of this research paper, the following conclusions can be delineated:

- ✓ The term sports governance is considered one of the modern concepts in the field of sports sciences.
- ✓ Including the concept of sports governance came as an urgent necessity to evaluate sports policies and improve local performance.
- ✓ Sports governance contributes to the development of local community services, which enhances the sustainable development approach.
- ✓ The sports governance approach provides multi-dimensional services that contribute to establishing new rules that serve local communities.
- ✓ In addition to the aforementioned results, several recommendations can be presented that may contribute to strengthening the principles of Sports governance and benefiting from it to provide services to society that include environmental, health, volunteer work, and others, which are as follows:
 - ✓ The necessity of integrating sports governance as a modern approach to contribute to ensuring the rationalization of the sports field,
 - ✓ Working to establish multiple entry points for various sports actors to assume leadership roles within the local community,
 - ✓ Developing the spirit of national belonging of the local peoples to their homelands, which is considered one of the moral factors for building confidence between the governed and the rulers,
 - ✓ Establishing a culture of interdependence between the various actors of sports governance, which enhances the culture of participatory democracy, including upgrading services at the level of local communities.
 - ✓ Evaluation impact application principles Governance on Services the society the local In a way Cyclic.
 - ✓ Procedural modifications are essential within programs and policies to integrate the sports sector effectively, thereby ensuring improved outcomes.

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